



Marketing Good Laboratory Practices for Waived Testing - Update

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Outline

- Background
- CLIAC Marketing Recommendations
- Dissemination Efforts
- Next Steps



Background



Background

- Surveys conducted during 1999-2004 by CMS and studies funded by CDC during 1999-2003 evaluated testing practices in sites holding a Certificate of Waiver (CW), and identified quality gaps in waived testing practices
- To address these quality concerns, CLIAAC developed and recommended publishing Good Laboratory Practices (GLP) for Waived Testing Sites
- November 11, 2005, the GLPs, along with CMS and CDC study findings, were published in the MMWR Reports and Recommendations
- Effective marketing of the recommended GLPs is critical to influencing adoption in waived testing sites



CLIAC Marketing Recommendations



Dissemination of GLPs

CLIAC Recommendations

Need to reach a wide audience. Examples include:

- Nurses and physicians
- Professional organizations (medical and laboratory)
- Hospital administrators
- Risk managers
- Insurance companies/ Malpractice carriers
- Managed care providers
- Nursing Homes
- Patients/ Consumers



Dissemination – CLIAC Recommendations

Suggestions for dissemination channels:

- Publishing in *MMWR*
- Posting links to GLPs on CMS, manufacturers', distributors' websites
- Collaborate with manufacturers and distributors to:
 - ❖ Endorse the GLPs in product information
 - ❖ Distribute educational materials incorporating GLPs
 - ❖ Provide on-line checklists for self-audits for lab directors
 - ❖ Provide consultation to physician office laboratories
- Create wall posters of the “Top 10” or “Top 3” most critical GLPs



Dissemination – CLIAC Recommendations

Other CLIAC recommendations :

- Provide a webcast via the Public Health Training Network
- Promote GLPs through
 - ❖ Health plans
 - ❖ Institute for Quality in Laboratory Medicine (IQLM)
 - ❖ National Quality Forum (NQF)
 - ❖ Institute for Healthcare Improvement (IHI)
 - ❖ National Committee for Quality Assurance (NCQA)
- Provide educational outreach to physician groups and at national meetings
- Promote a prestigious certificate or other recognition



Dissemination Efforts



Initial Dissemination Effort

Immediately following publication in
MMWR

- CDC sent announcements with link to full document via e-mails, Listservs
- Requested that recipients share the information with professional colleagues and/or post on websites



E-mail Announcements

E-mail announcements were sent to:

- Current and former CLIAC members
- GLP Workgroup members
- AdvaMed, Health Industry Distributors Association (HIDA)
- Contacts for 25 professional organizations and PT programs, including:

AAB, AACC, Accutest, AAFP, API, AMA, AMT, APHL, AOA, ASCLS, ASCP, ASHI, ASM, CAP, CLMA, COLA, JCAHO, Lab Tests Online, CTS, MLE, State/ Territory PT programs (NJ, NY, PA, PR, WI)



Listserv Announcements

Announcements sent via Clinician Outreach and Communication Activity (COCA)

listservs –

- Reaches network of >100 physician and healthcare organizations
- Reaches 40,000 physicians, nurses, states, and public health workers
- These contacts have capability of forwarding information to reach additional contacts



Listserv Announcements

Public Health Service Listserv

- Reaches nurses, physicians, and pharmacists employed in the Public Health Service



Websites

Information related to the GLPs for waived testing sites has been posted on:

- CDC (<http://www.phppo.cdc.gov/dls/default.aspx>)
- CMS
(http://www.cms.hhs.gov/CLIA/downloads/Current_CLIA_News.pdf)
- COLA
- AAB (<http://AAB.org>)
- AACCC (Gov't affairs update)
- API (News and Events)
- ASCP (News update)



Published Announcements

Efforts enhanced by announcements in professional publications and newsletters:

- ASCP e-POLICY NEWS, Volume 3, Issue 1: January 2006
- CAP Today, November 2005
- IQLM Newsletter



HIDA

Developing flyers

- Specific to “Good Laboratory Practices for Waived Testing Sites.”
- To be distributed as one of HIDA’s “Customer Selling Tools.”
 - ❖ Educational resources for their customers (primarily physicians’ offices)
 - ❖ Intended to raise awareness of current issues
 - ❖ Designed to assist physicians with providing good patient care
 - ❖ Posted on HIDA’s website and distributed in print



Mechanisms to Explore

- Presenting at COCA monthly teleconference
(generally, 500-1000 participants will be reached)
- Promoting GLPs in Medscape General Medicine
(possible publication, video editorial)
- Publishing condensed version of *MMWR* article in
Journal of Family Medicine
- Identifying risk management and other groups
for collaborative efforts



Next Steps



Considerations

- Customizing materials for target audiences
 - ❖ Revise GLPs into more concise format
 - ❖ Use focus groups/surveys to obtain feedback from target groups on:
 - Perception of the GLPs
 - Barriers to adoption
 - Suggestions for improving receptiveness and overcoming barriers
 - Suggestions for shaping message and best channels for promotion
 - Preferred means of communication, message format, language style
 - ❖ Revise materials based on feedback



Considerations

- Collaborating with target groups to:
 - ❖ Present and/or provide information at professional meetings
 - ❖ Develop on-line training modules

- Developing process and outcome evaluation tools to determine:
 - ❖ Did we reach the target audience?
 - ❖ Did the marketing efforts have an impact?
 - ❖ Are revisions necessary?



Additional Recommendations/Comments?

